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**Hyundai Motor Reports January 2021 Global Sales**

* 2021 January global sales totaled 319,959 units, up 1.6% Y/y
* Sales in Korea were up 25% to 59,501 units
* Sales outside of Korea were down 2.5% to 260,458 units
* Hyundai will focus on various measures to boost sales and achieve its 2021 goal

**SEOUL, February 1, 2021** – Hyundai Motor Company today announced its 2021 January global sales of 319,959 units, a 1.6 percent increase from a year earlier. Sales momentum is gradually recovering.

**Korea Sales**

Sales in Korea increased 25 percent year-over-year to 59,501 units led by Grandeur sedan, Elantra sedan and all-new Tucson SUV. Sales in January 2020 were affected by fewer working days as Lunar New Year holiday fell in January last year. Sales of Genesis luxury brand, including G80 sedan and GV70 SUV, nearly quadrupled to 11,497 units from 3,000 units a year earlier.

**Overseas Sales**

In markets outside of Korea, Hyundai recorded sales of 260,458 units, 2.5 percent down from a year earlier. Although the global economic slowed down from the prolonged COVID-19 pandemic, sales in major regions, including the Americas, Asia Pacific and Russia, are gradually improving.

Hyundai will focus on sales recovery to achieve its annual global sales target, 4.16 million units. In line with this goal, the company is implementing various measures to take care of its customers and to offer the world’s best products to meet their needs. In particular, the company is preparing the global launch of IONIQ 5, its first dedicated battery electric vehicle (BEV).

**■ Sales Results (Units)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject** | **January****’21** | **January****’20** | **Y/Y Change** | **December****20** | **M/M Change** | **2021 YTD** | **2020 YTD** | **YTD Change** |
| **Korea Sales** | **59,501** | **47,591** | **25.0%** | **68,486** | **-13.1%** | **59,501** | **47,591** | **25.0%** |
| **Overseas Sales** | **260,458** | **267,234** | **-2.5%** | **306,707** | **-15.1%** | **260,458** | **267,234** | **-2.5%** |
| **Global Sales** | **319,959** | **314,825** | **1.6%** | **375,193** | **-14.7%** | **319,959** | **314,825** | **1.6%** |

*\* Monthly sales figures provided in this press release are unaudited and on a preliminary basis.*

1. Sales in Korea is based on retail sales while overseas sales (global sales excluding Korea) is based on wholesales.

2. Sales results include entire sedan, SUV and CV models produced by Hyundai Motor.

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**About Hyundai Motor Company**

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Based on the brand vision ‘Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider.

The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services.

In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

Disclaimer: Hyundai Motor Company believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is not liable for the accuracy of any information interpreted and used by the reader.

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